PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

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TO: Carl Cohen **DATE:** April 12, 1994

FROM: Marian Halpern

SUBJECT: PHIL'S: San Diego & Phoenix Focus Groups (3/7-3/9 & 3/28-3/30)

Attached is the report summarizing findings from focus groups conducted in both markets.

Please let me know if you have any questions.

Marian

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